

# CANADIAN MOVING PICTURE DIGEST

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RAY LEWIS  
Editor and Publisher

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## Naughty But Nice Dinnerware

ON the marquee of a theatre in Toronto this is what the patron and passerby of this theatre read, *Naughty But Nice Dinnerware*, without any quotes. We presume that the name of the picture was "*Naughty But Nice*".

Premiums have been utilized by merchants and companies dealing in merchandise and various products for many years; and therefore, we in Show Business may contend that we are as much within our rights to utilize premiums as a stimulant for picture attendance as are the merchants who utilize premiums to stimulate their sales.

The moving picture is, however, more than just product, it deals with living personalities; and in conjunction with its mechanical and technical accessories it presents a new art and a combination of all the Arts.

It sustained theatre interest when the theatre lost its place in the affections and interest of a theatre-going public. The drama or comedy of life picturized in story form for screen presentation cannot be compared to a can of soup, jello, or a cereal, therefore, while a showman may have the same kind of rights as a merchant in the promotion of his sales, the exercise of such rights by the showman places showmanship in the same classification as merchandizing; and is that what the exhibitor desires, is that what the film industry desires, is that what the greatest authors desire in connection with their contribution to the screen, is that what our stars and players desire and our directors desire.

Picture patrons, millions of them have longed to look like our stars, to live in the glamour of the picture story. But who has longed to live the life of a can of soup, to feel like one or to look like one. Merchants and Manufacturers, Producers of products, of commodities and utilities have spent millions of dollars advertising and publicizing their wares. The film industry has spent millions of dollars to publicize and popularize personalities, human beings who were and are their stars and players.

Anything which tends to cheapen life is bad for life. Humans are life's most valuable contribution to life, and anything which makes man of less importance than that which he has created for his use and service involves the degeneration of Man.

In this Film Business all that makes up the picture as a contribution from its stars and players, supercedes all other contributions which are mechanical, technical and financial.

It is the stars who have made motion pictures glamorous, appealing, popular and profitable. The whole business of presenting these screen personalities is Big Business, but the public's contact is not with this Big Business, but with what the stars and players give to them.

We have greater screen stars today than we had in the morning and mid-day of Motion Pictures. We have greater perfection, we have more millions spent on the advertising and the publicizing of these stars than we had in the old days, but we have much less conversation about our stars than we had in the old days because today exhibitors are not selling stars!

—Editor.

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250 SPADINA AVENUE, TORONTO 2



# TODAY!

## *Special M-G-M Flash!*

"Another Thin Man" tops "Babes in Arms"!

Sensational business in first 26 key runs!

Capitol, N. Y. opening biggest in 3 years! Held over!

Audiences applaud reunion of Bill Powell, Myrna Loy!

"Ninotchka" nationwide returns excite industry!

Radio City Music Hall 3-week run makes history!

Garbo comedy clicks in small towns as in cities!

Industry opinion Garbo has zoomed to new stardom!

"Judge Hardy and Son" Christmas bookings setting record!

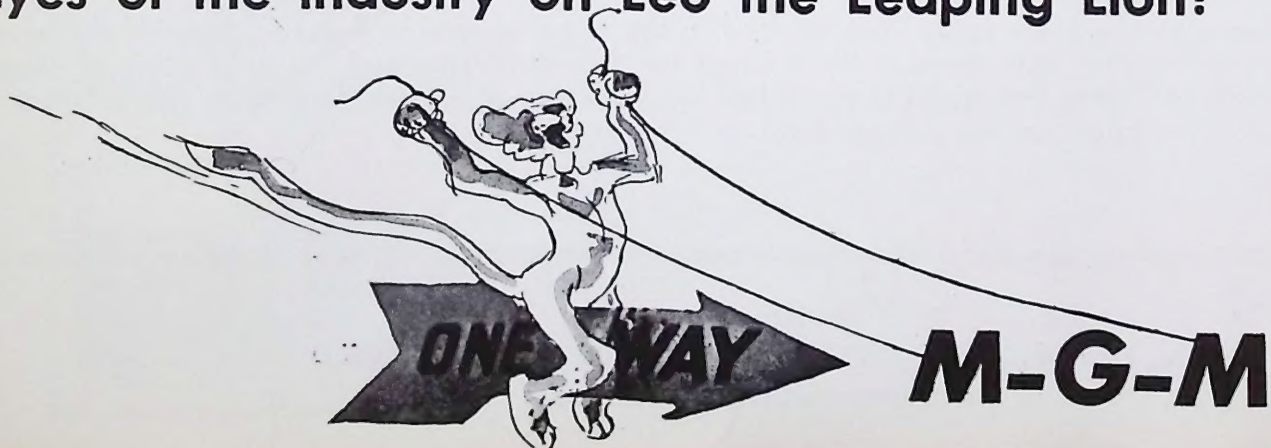
First preview of new Hardy picture is riotous!

Prediction on Coast it will top biggest Hardy hits!

"Balalaika" World Premiere Radio City Music Hall soon!

Watch New Year's bookings for this rousing musical!

Eyes of the industry on Leo the Leaping Lion!





# Canadian Reports Show Decrease In Vaudeville

## EXPECT 1939 FIGURES TO SHOW VAUDEVILLE INCREASE

Toronto, Ont. — According to the figures of the Dominion Bureau of Statistics, 1938 report, a noticeable falling off in professional vaudeville programs is evident in 1938, as compared with 1937.

The total number of theatres in Canada to feature professional vaudeville with motion picture programs in 1937 was 141 and in 1938 only 99. Total number of days in which vaudeville was presented in 1937 was 4,389, and in 1938, 3,171. According to province, in 1938, the figures stand as follows: Prince Edward Island, 1 theatre, 3 days; Nova Scotia, 21 theatres, 186 days; New Brunswick, 9 theatres, 174 days; Quebec, 27 theatres, 1,583 days; Ontario, 23 theatres, 453 days; Manitoba, 10 theatres, 425 days; Saskatchewan, 2 theatres, 5 days; Alberta, 1 theatre, 1 day; British Columbia, 5 theatres, 341 days.

For 1939, the figures are expected to show an increase in vaudeville in Canada. Stage shows have been introduced in many Ontario cities, including Woodstock, Brantford, Timmins, Kirkland Lake and Toronto. The Playhouse at Winnipeg recently opened with single feature policy and stage show. Shea's, Toronto, continues to play to good business.

### KORDA CONTINUING PRODUCTION IN ENGLAND

New York, N.Y.—Alexander Korda arrived in New York from Hollywood by plane on Thursday. He will leave for London via Lisbon, Portugal, on the Dixie Clipper on Sunday.

Upon his return to England, Mr. Korda will start production on a new film, "Hunting the U-Boat" in co-operation with the Royal Navy.

Korda, who is an owner-producer of United Artists, arrived here several weeks ago and has been in Hollywood for the past three weeks.

Exhibitors who have booked Korda product on the United Artists contract will be interested to learn that the next Korda production is a picture in co-operation with the Royal Navy, which indirectly means the British Government. There are several other pictures on the Korda program of production among which is "Thief of Bagdad", not yet produced and "Over the Moon" recently finished.

### PRESENT SWEDISH FILM

Regina, Sask. — The National Film Society, Regina Branch, will stage their first program at the Rex Theatre on December 17th. The Swedish picture, "The Great John Ericson" will be shown.

### THE 'GOLDING TOUCH' WITH 'LION HAS WINGS'

Saint John, N.B.—Walter Golding, Manager of the Capitol Theatre here, where "The Lion Has Wings" was given such a bang-up publicity campaign, is inclined to be overmodest. We're not for "hiding a light under a bushel" so we want to congratulate Walter on putting over a great campaign, even if he says its been part of his job for the past 31 years.

A mailing campaign, personal letter contacts, street ballyhoo, etc., as well as co-operation with military, air force, navy and patriotic bodies, school-teachers, etc., helped the picture for a second week's run. Crowds filled the Capitol. The attendance kept up all week, lines waiting for admittance to the theatre every evening. As well as the feature. The March of Time with scenes of the British navy, attracted many in this sea port city and it was an unusual feature that notice of these pictures was given out in the city schools, which is not often permitted. The picture was held over for another week.

### SELLS "THE WOMEN"

North Bay, Ont.—A 16-page newspaper supplement to the regular North Bay Nugget was sponsored by the Capitol Theatre, J. W. Nelson, Manager, to sell "The Women" in North Bay. Featuring the title "The Women" in every ad, story, caption, etc., the Capitol Theatre and the playdate, on every page in the section, it is just about the most effective tie-up we've see. Congratulations to Jack Nelson for putting it over!

### FOTO NITE SHOWS ALLEGED COPYRIGHTED

Toronto, Ont. — Word has reached The Digest that solicitors acting for the owners of "Foto-Nite Amateur Shows" have notified an exhibitor that this title is "copyrighted, trademarked and fully protected in the Canadian patent office at Ottawa".

The advice states that "Mystery Night", "Comedy Night", "Dollar Night", "Auction Night", etc., are direct infringements upon the alleged copyright and will not be permitted. The solicitor for the owner of the alleged copyright states in his letter to an exhibitor; "We have no evidence of the fact that your theatre is conducting any one of the above features, but in view of our client's copyright, we wish to advise you that any use by you of any of the above features may lead to a very embarrassing situation which we wish to avoid, and for that reason are writing so that you will be fully aware of the complete circumstances".

The exhibitor who has written The Digest seeks for advice, for he states; "On the face of the letter from the solicitor, a theatre could not even give their own money away free to a lucky admission holder of a ticket without incurring suit for alleged infringements."

We are not in a position to advise the exhibitor as to the legal status of promotion plans and whether these promotions are copyrighted. There are certain copyrighted promotion plans, but whether a copyright gives the owners all the rights as expressed in the solicitor's letter to the exhibitor is something which only a solicitor familiar with copyright law can tell—alas, there is a law against a layman giving legal advice! See your lawyer, Mr. Exhibitor.

### MASTERS IN WINNIPEG

Winnipeg, Man.—Haskell Masters, General Manager for United Artists in Canada, was in Winnipeg this week, following a trip to Eastern Canada.

### ALLENBY THEATRE NOT INVOLVED IN FOTO NITE CASE

In The Canadian Moving Picture Digest, page 2 of last week's issue, there was published a news story of the seizure of record books and advertising material in connection with Foto Nite at two Toronto theatres by the police; the Allenby Theatre was named as one of the theatres.

We regret that we published the name of the Allenby Theatre in error. The Allenby Theatre and its manager, Max Starkman, are in no way connected with this story; the Beverly and Radio City Theatres were the two theatres alleged to be involved in this matter. The case comes up for hearing next week following a remand.

Canadian Government's "Royal Visit" Film Opens Simultaneously  
Eglinton and Tivoli Theatres, Toronto



## The Canadian Moving Picture Digest

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### ADVANCED PRICE SALE FOR "GONE WITH WIND"

New York, N.Y. — "Gone With The Wind" will not be shown anywhere except at advanced prices until 1941, according to Howard Dietz, Director of Publicity and Advertising, who states this will be put in all advertising copy for the picture. All tickets for the opening of the film Dec. 19th at the Astor and Capitol, Broadway, were sold two hours after they were put on sale.

### BUSINESS IMPROVED

Toronto, Ont. — Famous Players Canadian Corp. reports business in the current quarter has shown a good improvement over the corresponding period of 1938, with increased theatre attendance general over Canada.

## Canadian Exhibitors Ask "Where Are The Pictures?"

The Motion Picture Herald reports that 223 of the 1939-40 features are already made, of this number 116 have been delivered, 107 are awaiting release, 41 are on studio floors, which means that over 50 per cent of the number of pictures to be made are "in the can".

In Canada, exhibitors are awaiting the new programs of the 116 pictures delivered; not a sufficient number to make an impression are in distribution. Perhaps the gold rush will hit Canada all of a sudden and the shortage of new product will be wiped out by an avalanche of availability of picture dates.

Pictures enjoying extended playing time in the U.S. include Columbia's "Mr. Smith Goes To Washington" and M-G-M's "Babes In Arms", "Ninotchka", Paramount's "Geronimo"; RKO's "Allegheny Uprising"; 20th Century-Fox's "Hollywood Cavalcade" and "Drums Along The Mohawk"; United Artists' "Eternally Yours"; Universal's "Her First Love", "Under-Pup" and Warner's "Roaring Twenties".

## Shooting The Stars

Frederic March returns to Hollywood the beginning of January to co-star with Greer Garson ("Goodbye Mr. Chips"), in "Susan and God" after completion of his part in the Broadway hit, "The American Way". . . . Warners has announced that Jane Bryan will co-star with Eddie Albert in "Stuff of Heroes" when she returns from her current New York vacation. Story concerns a newspaper advertising clerk with dreams of far places and fair women . . . Rowland V. Lee has been assigned to direct "The Son of Monte Cristo" for Edward Small. Louis Hayward will be starred . . . Astrid Allwyn and Robert Wilcox have been signed for feature roles in Columbia's "The Lone Wolf Strikes" in which Warren William and Joan Perry play the leads . . . 20th Century-Fox have assigned John Halliday, Lionel Atwill and Charley Grapewin to the cast of "Dance With the Devil" which will co-star Tyrone Power and Dorothy Lamour . . . RKO Radio will have Erich Pommer produce "One of Six Girls" as his first film for the company. Picture

will star Maureen O'Hara . . . Victor McLaglen has been signed to play one of the leading roles in the Edward Small forthcoming production, "Kit Carson" . . . Warner Bros. will produce another "Four Daughters" film, "Four Mothers" which will feature the same cast. Rosemary Lane has been elevated to stardom on her performance in "Four Wives" . . . Metro-Goldwyn-Mayer has the following films now underway at the studio: "Strange Cargo", with Clark Gable and Joan Crawford; "The Shop Around the Corner", with Margaret Sullivan, James Stewart and Frank Morgan; "Congo Maisie", with Ann Sothern, John Carroll and Rita Johnson; "Florian", with Robert Young and Helen Gilbert; "New Moon", with Jeanette MacDonald and Nelson Eddy; "Young Tom Edison", with Mickey Rooney, Virginia Weidler and Fay Bainter, and "Arouse and Beware", with Wallace Beery, John Howard and Dolores Del Rio . . . Geraldine Fitzgerald has been assigned a role in "We Shall Meet Again" at the Warner Studio.

### "LION HAS WINGS" TIE-UP

Regina, Sask. — In a tie-up with the Kellogg Cornflake Company, Bill Novak, manager of the Capitol Theatre, staged a Saturday morning children's matinee of "The Lion Has Wings". Picture was plugged on the Howie Wing program over a local radio station. Admission was 10 cents and a top from a package of cornflakes, with a giveaway of a floating model from the Royal flotilla.

### PYLON VAUDEVILLE

#### POLICY SAME PRICE

Toronto, Ont.—The Pylon Theatre, Toronto, on College Street, has introduced a policy of vaudeville and pictures with no increase in the general admission price of twenty-five cents. The Pylon presents three acts which play big time, an orchestra, feature pictures, news and shorts for its program, with two shows nightly beginning at 7 p.m. and three shows Saturday and holidays.

The opening week found the audience very receptive to the vaudeville program, punctuating their approval with much applause. It is reported that other Toronto theatres will introduce vaudeville with their picture. The Oakwood is said to have plans to present a policy of six acts and pictures, with two shows daily. The Beaver was mentioned as one of the Toronto theatres which may introduce vaudeville. This form of entertainment is proving popular in the towns throughout Ontario where the vaudeville policy prevails.

### CAMERON IN LETHBRIDGE

Lethbridge, Alta. — Jim Cameron, special publicity man for Famous Players Corp., Toronto, was a recent visitor in Lethbridge. He conferred with Capitol manager A. W. Shackelford on the showing of "The Lion Has Wings".

### CONTEST FINALS

Calgary, Alta. — Bo-Lo contest finals were held on the stage of the Variety Theatre recently. Joe Young, Bo-Lo champion, was judge.



# RAY PRESENTS

(Continued from Page 5)

and Premier Hepburn stated that the Government has no right to stop anybody from "giving away things."

For years we have sold premiums to Soap Companies, Cereal Companies, Retail Merchants, Furniture Stores, and a host of other different lines of business. Nevertheless nobody, much less merchants, ever concerned themselves because a certain line of business adopted dinnerware premiums, or other premiums, that was strictly their own business. Obviously there is no moral or legal law violated by the giveaway of dinnerware or other premiums. If Proctor & Gamble, a \$400,000,00.00 concern, utilizes premiums to increase their soap sales, that is entirely their own business. If Cereal Companies pack cups and saucers with their oatmeal, that too, is their own business. If the Joy Oil Company sees fit to offer glass berry bowls to purchasers of their gas—hurray for them. And if Ben Borlack, of the Paradise Theatre, sees fit to increase his business by offering dinnerware, that obviously is Ben's own business.

IF DINNERWARE GIVEAWAYS AFFECT THE RETAIL MERCHANT, HOW THEN DO YOU ACCOUNT FOR THE FACT THAT THE IMPORTS OF DINNERWARE INTO CANADA TO RETAILERS HAVE INCREASED EACH YEAR FOR THE LAST TEN YEARS? This is accounted for by the fact that women who require a set of dinnerware, go to a retail store and buy it—they do not wait for 69 weeks to accumulate a set.

There is no disputing the fact that you have fought the Independent Exhibitors' battle for years. However, your present agitation is certainly not in the best interests of the little operator, who has extremely late pictures—and a big mortgage to worry about.

It is certainly your right and privilege to conduct the Pylon and Avenue Theatres as you see fit because you own these theatres. But if your Opposition believes it to be in his own interests to use giveaways to offset his many difficulties in securing early runs of pictures and fighting the evils of "clearance", that is strictly his own affair. While the writer sincerely hopes that you can run your two theatres without the use of giveaways, it is well within the realm of possibility that the day may yet come when you will consider yourself fortunate to be able to employ the use of giveaways to carry on. I don't wish it Ray—but "IT CAN HAPPEN HERE."

Yours very truly,

JOHNNY COHEN,

Canadian Premium Distributors."

IN conclusion may I say that Show Business is something which lives, it is kept alive by our stars and players who breathe the breath of life into our cameras, projectors and screens, the living force to which a picture public responds. The use of a Giveaway to stimulate picture attendance during a depression may be tolerated, but for stars and pictures to become the Giveaway, the added attraction, or an "also ran" for a china plate, or a soup pot, is an intolerable situation.



## LABOUR TRUCE FOR TWO MONTHS ONLY

Hollywood, Calif. — Labour's demand for a ten per cent wage increase will pass judgment on a compilation of figures which the producers will present; and which will substantiate or fail to substantiate the producers' contention that production cannot absorb an increase in costs.

February 15th is the date set for a round table conference with figures on the table to strengthen the argument against an increase and to convince Labour that the money is not there, maybe!

## REMODEL PALACE

Hamilton, Ont. — Plans and specifications are now being prepared by Kaplan and Sprachman, Architects, for the construction of a new front, box office, interior decorations and sign for the Palace Theatre, Famous Players house here.

## CANADIAN IN NEWSREEL

Shaunavon, Sask. — Leon Rion, Shaunavon, was startled recently while attending a picture at the Plaza Theatre to recognize his brother-in-law in a new reel showing soldiers on the western front.

## PROJECTIONISTS WIN

Victoria, B.C. — After an hour's heated debate the British Columbia Legislature passed amendments to the Fire Marshals' Act. The amendments provide that in motion picture theatres of more than 450 seats or operating more than forty hours weekly, two licensed projectionists must be on duty while the public is inside, and that in other theatres there shall be one projectionist or two, as the Fire Marshal may decide.

Under the new amendment 63 of the province's 128 theatres could reduce their projection staff to one man, with the possibility that the fire marshal could order two if he thought this necessary.

Work To Pack 'Em In During This Year's Two Long Holiday Weekends



## British Columbia Representatives Criticize Film Censorship

### MOVIES NOT EDUCATIONAL - FOR ENTERTAINMENT

Victoria, B.C. — Criticizing the standards of moving picture censorship in British Columbia, Mrs. D. G. Steeves, C. C. F. North Vancouver, speaking before the Legislature insisted that many films not suitable for children were exhibited and others were disallowed for what she thought were political reasons, such as a Chinese film which showed the Red Army in action. She proposed a plan of classifying films which children should see.

Ernest E. Winch, C. C. F. representative, Burnaby, who complained last

year about the films "Dracula" and "Frankenstein", stated that he had protested to the Censor Board about "The Son of Frankenstein". Harold Winch, C. C. F. leader, said that the movies should be educational and should come under control of the education department, not the Attorney-General's supervision. Answering this, "I thought movies were for entertainment," said R. L. Maitland, K.C., Conservative leader.

Attorney-General Wismer defended the movie censor as a sound citizen who was doing an able job.

### M-G-M WOULD START ENGLISH PRODUCTIONS

Chicago, Ill. — According to the statements of Al Lichtman, Vice-President of Loew's Inc., when he spoke at the midseason sales conference here, M-G-M will continue on its production budget of approximately \$40,000,000. "We feel that there still is room for big pictures and will continue to make them," he said.

Discussing "Gone With the Wind", Al Lichtman said that he thought it would do about \$13,000,000 in the domestic market alone. He stated that M-G-M was hoping England would soon permit production to be resumed and that M-G-M would produce there when possible, sending Victor Saville back to direct.

### "DRUNK DRIVING"

#### SAFETY LEAGUE TIE-UP

Calgary, Alta. — The M-G-M short, "Drunk Driving", will be shown at the Capitol Theatre during the week commencing Jan. 11, in connection with the public safety campaign sponsored by the Calgary Junior Chamber of Commerce.

### BOY SCOUT SHOW

Regina, Sask. — The Grand Theatre turned over the house to the Boy Scouts and Girl Guides for a Saturday morning show. Admission was one toy, new or repairable.

### MORNING MATINEE

Moose Jaw, Sask. — In aid of the Boy Scouts and Girl Guides Christmas top shop, W. J. Passmore, manager of the Royal Theatre, presented a Saturday morning matinee for children. Admission was one toy.

## Trans-Canada Showings

### TORONTO

#### AVENUE

"The Divorce of Lady X" (London Films), with Laurence Olivier, Ralph Richardson and Merle Oberon, and "Zero Hour" (Republic).

#### IMPERIAL

"Rulers of the Sea" (Paramount), with Douglas Fairbanks, Jr., Margaret Lockwood and Will Fyffe.

#### LOEW'S

"Ninotchka" (Metro-Goldwyn-Mayer), with Greta Garbo and Melvyn Douglas.

#### SHEA'S

"Rio" (Universal), with Basil Rathbone, Victor McLaglen and Sigrid Gurie.

#### UPTOWN

"The Private Lives of Elizabeth and Essex" (Warner Bros.), with Bette Davis, Errol Flynn and Olivia De Havilland.

### OTTAWA

#### CAPITOL

"The Lion Has Wings" (Korda-U.A.), with Merle Oberon and Ralph Richardson.

#### CARTIER (Hull)

"Babes In Arms" (Metro-Goldwyn-Mayer), with Mickey Rooney and Judy Garland.

#### CENTRE

"Espionage Agent" (Warners), with Joel McCrea and Brenda Marshall, also "A Woman Is The Judge" (Columbia), with Freida Inescourt and Otto Kruger.

#### REGENT

"Remember?" (Metro-Goldwyn-Mayer), with Robert Taylor and Greer Garson.

### WINNIPEG

#### GARRICK

"Intermezzo" (Selznick-U.A.), with Leslie Howard and Ingrid Bergman.

#### LYCEUM

"Espionage Agent" (Warners), with Joel McCrea, also "Nancy Drew and the Hidden Staircase" (Warners), with Bonita Granville.

#### METROPOLITAN

"Rulers of the Sea" (Paramount), with Douglas Fairbanks, Jr., Margaret Lockwood and Will Fyffe.

#### CAPITOL

"The Lion Has Wings" (Korda-U.A.), with Ralph Richardson and Merle Oberon.

### MONTREAL

#### CAPITOL

"Drums Along The Mohawk" (20th Century-Fox), with Claudette Colbert and Henry Fonda.

#### LOEW'S

2nd week. "The Private Lives of Elizabeth and Essex" (Warners), with Bette Davis, Errol Flynn and Olivia De Havilland.

#### ORPHEUM

"The Housekeeper's Daughter" (Roach-U.A.), with Joan Bennett and Adolphe Menjou.

#### PALACE

"The Lion Has Wings" (Korda-U.A.), with Merle Oberon and Ralph Richardson.

#### PRINCESS

"Full Confession" (RKO Radio), with Victor McLaglen, Sally Eilers, Joseph Calleia and Barry Fitzgerald.

### SAINT JOHN

#### CAPITOL

"Drums Along The Mohawk" (20th Century-Fox), with Myrna Loy, Tyrone Power and George Brent, also "Quick Millions" (20th Century-Fox), with the Jones Family.

#### MAYFAIR

"The Rains Came" (20th Century-Fox), with Myrna Loy, Tyrone Power and George Brent, also "Quick Millions" (20th Century-Fox), with the Jones Family.

### VANCOUVER

#### CAPITOL

"Rulers of the Sea" (Paramount), with Douglas Fairbanks, Jr., Margaret Lockwood and Will Fyffe.

#### DOMINION

"The Rains Came" (20th Century-Fox), with Myrna Loy, Tyrone Power and George Brent, also "The Flying Deuces" (RKO Radio), with Laurel and Hardy.

#### ORPHEUM

"The Lion Has Wings" (Korda-U.A.), with Ralph Richardson and Merle Oberon.

#### PLAZA

"The Road To Glory" (20th Century-Fox), with Fredric March, Warner Baxter and Lionel Barrymore.

#### STRAND

"Rio" (Universal), with Basil Rathbone, Victor McLaglen and Sigrid Gurie, also "Little Accident" (Universal), with Baby Sandy and Hugh Herbert.

THE SUCCESS  
of your  
THEATRE  
depends upon  
GOOD EQUIPMENT

consult

GENERAL

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